

Rep Order# 9803194 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM  
Last Received: 08/23/2012 5:17 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1559  
Buyer Media Placement  
Phone#  
Fax#

52720  
Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1559  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-530A	GD MRN CINN@5	:30	\$850.00	09/05-09/05	1 P1	1	1	\$850.00	
	2	M	5A-530A	GD MRN CINN@5	:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
	3	TH	530A-6A	GD MRN CIN@530	:30	\$950.00	09/06-09/06	1 P1	1	1	\$950.00	
	4	TU	630A-7A	GD MRN CINN@6	:30	\$1,000.00	09/04-09/04	1 P1	1	1	\$1,000.00	
	5	TH	630A-7A	GD MRN CINN@6	:30	\$1,000.00	09/06-09/06	1	1	1	\$1,000.00	
	6	F	7A-730A	CBS THIS MRNG-1	:30	\$600.00	09/07-09/07	1 P1	1	1	\$600.00	
	7	TH	9A-10A	DOCTORS	:30	\$450.00	09/06-09/06	1 P2	1	1	\$450.00	
	8	W	10A-11A	ANDERSON	:30	\$450.00	09/05-09/05	1 P2	1	1	\$450.00	
	9	M	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	\$1,800.00	09/10-09/10	1 P1	1	1	\$1,800.00	
	10	F	12P-1230P	LOCAL12 NWS-NN	:30	\$1,600.00	09/07-09/07	1 P1	1	1	\$1,600.00	
	11	W	1230P-130P	YOUNG&RESTLESS	:30	\$1,000.00	09/05-09/05	1 P1	1	1	\$1,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	130P-2P	BOLD&BEAUTIFUL	:30	\$900.00	09/04-09/04	1 P1	1	1	\$900.00	
	13	TH	2P-3P	TALK-CBS	:30	\$650.00	09/06-09/06	1 P1	1	1	\$650.00	
	14	F	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$600.00	09/07-09/07	1 P2	1	1	\$600.00	
	15	TU	5P-530P	LOCAL12 NEWS-5	:30	\$1,600.00	09/04-09/04	1 P1	1	1	\$1,600.00	
	16	W	530P-6P	LOCAL12 NW-530	:30	\$1,700.00	09/05-09/05	1 P1	1	1	\$1,700.00	
	17	TH	6P-630P	LOCAL12 NEWS-6	:30	\$1,800.00	09/06-09/06	1 P2	1	1	\$1,800.00	
	18	W	7P-730P	INSIDE EDITION<	:30	\$1,400.00	09/05-09/05	1 P2	1	1	\$1,400.00	
	19	TH	730P-8P	ENT TONIGHT 30<	:30	\$1,400.00	09/06-09/06	1 P2	1	1	\$1,400.00	
	20	W	1135P-1235A	D LETTRMAN-CBS<	:30	\$750.00	09/05-09/05	1 P2	1	1	\$750.00	
	21	F	1235A-135A	LT-FERGUSN-CBS<	:30	\$400.00	09/07-09/07	1 P1	1	1	\$400.00	
	22	TU	430A-5A	GD MRN CIN@430	:30	\$150.00	09/04-09/04	1 P1	1	1	\$150.00	
	Buyline Comment: UPDATED 8/14											
	23	SA	730A-8A	LCCAL12NW-SA 7	:30	\$550.00	09/08-09/08	1 P1	1	1	\$550.00	
	24	SA	105A-205A	CLOSER<	:30	\$250.00	09/08-09/08	1 P2	1	1	\$250.00	
	25	SU	10A-1030A	SUNDAY MRN-CBS	:30	\$1,500.00	09/09-09/09	1 P1	1	1	\$1,500.00	

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 25 / \$24,200.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$24,200.00

Sales Totals: 25 / \$24,200.00

Station Totals: 25 / \$24,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$86,429	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null  
Demos RA35+

# Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52730												
<b>Line: 1</b>												
09/05/12	Wednesday		:30	\$850.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$850.00</b>							<b>1</b>	
<b>Line: 2</b>												
09/10/12	Monday		:30	\$850.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$850.00</b>							<b>1</b>	
<b>Line: 3</b>												
09/06/12	Thursday		:30	\$950.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$950.00</b>							<b>1</b>	
<b>Line: 4</b>												
09/04/12	Tuesday		:30	\$1,000.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$1,000.00</b>							<b>1</b>	
<b>Line: 5</b>												
09/06/12	Thursday		:30	\$1,000.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$1,000.00</b>							<b>1</b>	
<b>Line: 6</b>												
09/07/12	Friday		:30	\$600.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$600.00</b>							<b>1</b>	
<b>Line: 7</b>												
09/06/12	Thursday		:30	\$450.00		M-F 9a-10a	9:00 AM-10:00 AM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH
				<b>\$450.00</b>							<b>1</b>	
<b>Line: 8</b>												
09/05/12	Wednesday		:30	\$450.00		M-F 10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH
				<b>\$450.00</b>							<b>1</b>	
<b>Line: 9</b>												
09/10/12	Monday		:30	\$1,800.00		The Price is Right	11:00 AM-12:00 PM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$1,800.00</b>							<b>1</b>	
<b>Line: 10</b>												
09/07/12	Friday		:30	\$1,600.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$1,600.00</b>							<b>1</b>	
<b>Line: 11</b>												
09/05/12	Wednesday		:30	\$1,000.00		Young & the Restless	12:30 PM-1:30 PM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$1,000.00</b>							<b>1</b>	
<b>Line: 12</b>												
09/04/12	Tuesday		:30	\$900.00		Bold & the Beautiful	1:30 PM-2:00 PM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH
				<b>\$900.00</b>							<b>1</b>	
<b>Line: 13</b>												
09/06/12	Thursday		:30	\$650.00		The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/04/12-09/10/12



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Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 52730												
Line: 13												
				\$650.00							1	
Line: 14												
09/07/12	Friday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$600.00							1	
Line: 15												
09/04/12	Tuesday		:30	\$1,600.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$1,600.00							1	
Line: 16												
09/05/12	Wednesday		:30	\$1,700.00		5p Local 12 News at Fiv	5:30:00 PM-6:00:00 P	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$1,700.00							1	
Line: 17												
09/06/12	Thursday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$1,800.00							1	
Line: 18												
09/05/12	Wednesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$1,400.00							1	
Line: 19												
09/06/12	Thursday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$1,400.00							1	
Line: 20												
09/05/12	Wednesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$750.00							1	
Line: 21												
09/07/12	Friday		:30	\$400.00		Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$400.00							1	
Line: 22												
09/04/12	Tuesday		:30	\$150.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$150.00							1	
Line: 23												
09/08/12	Saturday		:30	\$550.00		6a-8a Local 12 News S	7:30:00 AM-8:00:00 A	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$550.00							1	
Line: 24												
09/08/12	Saturday		:30	\$250.00		Sat 105a-205a	1:05 XM-2:05 XM	PRIORITIES USA ACTIO 1559		P-2	1	MWASH-
				\$250.00							1	
Line: 25												
09/09/12	Sunday		:30	\$1,500.00		CBS Sun Morning	10:00:00 AM-10:30:00	PRIORITIES USA ACTIO 1559		P-1	1	MWASH-
				\$1,500.00							1	

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 52730

				\$24,200.00							25	
				\$24,200.00							25	
				\$24,200.00							25	
				\$24,200.00							25	
				\$24,200.00							25	

[Filtered by: ] [Sorted by: Station]